

Nicole M. Pride, Ph.D.

EDUCATION: B.A. Business Management, North Carolina State University
June, 1987

B.A. Economics, North Carolina State University
June, 1987

M.A. Corporate & Public Communications, Seton Hall University
June, 1998

Ph.D. Leadership Studies, North Carolina Agricultural and Technical State University
December, 2018

ADMINISTRATIVE EXPERIENCE:

2010 – Present North Carolina Agricultural and Technical State University

2018 – Present Vice Provost for Academic Strategy and Operations

Serve on the Provost's administrative team with responsibilities for all undergraduate academic programs, enhancing operations to ensure student success including retention, persistence, graduation and placement rates. Lead and supervise approximately 60 employees rendering services for a variety of undergraduate student success programs, including the Center for Academic Excellence, Honors Program, International Affairs, Undergraduate Research, Accessibility Resources, and ROTC. Also, activity director for Title III budget operations, serve as an ex-officio member of the Faculty Senate and provide administrative oversight for general education core requirements, university curricula changes and commencement ceremonies

Major Accomplishments:

- Grew undergraduate research engagement by 3%
- Improved student retention from 95% to 96.5%
- Improved persistence for male students achieving 97% fall to spring semester persistence
- Increased the general education completion rate ensuring 80% of all incoming freshmen were enrolled in the correct general education courses as prescribed by their first semester curriculum guide
- Co-led and implemented the inaugural department chairs' leadership development series
- Established new academic policies
- Led new partnership with NBA player Chris Paul and Harvard Business School and launched a special topics course in spring 2020

2014 – 2018 Chief of Staff

Served as the principal liaison and senior adviser to the chancellor, a member of the chancellor's executive cabinet, and provided strategic and operational support for internal and external constituencies. In collaboration with other members of the cabinet, was responsible for planning, organizing and driving the initiatives and activities of the Office of the Chancellor, as they related to the internal operations and the external relationships

of the university. Other duties included the following: management and oversight of budget operations, day-to-day engagements, the office of university relations, and government and state relations; coordinated and supported the Board of Trustees and Board of Visitors; served as the liaison between the University of North Carolina General System Office and the campus community; was the point of contact for A&T's various constituent groups; and provided leadership on administrative and operational matters

Major Accomplishments:

- Provided leadership, counsel and advisement on all matters related to university operations and the Office of the Chancellor during N.C. A&T's most significant growth period to include; a 6% increase in total enrollment in the 2017—2108 academic year over the previous year; increase in the five-year graduation rate for the 2012 cohort exceeding the target of 49.3%, the graduation rate for the 2011 cohort was 39.9% the target was 41%; admitting the first cohort of 20 Cheatham-White Scholars for the fall 2018 class. These students represent the top 15% of their high school graduating class, with an average GPA of 4.51, SAT of 1364 and ACT of 30; creation of the Executive Leadership Development Program (ELDP) with 35 graduates, and recruitment of key staff to include 34 new faculty from R1 and R2 Carnegie Classification Institutions
- Led marketing strategy that leveraged growth to N.C. A&T's largest enrollment in its 127-year history and most high-achieving entering freshman class generating a record 18,742 applications for fall 2018 admissions
- Led the university's strategic focus on social media platforms and grew the collective presence on Facebook, Twitter and Instagram by nearly 23% to a total of 113,000 followers. Grew the university's Facebook audience by more than 400% along and the Twitter audience by more than 1,000%
- Expanded reach and impact of chancellor communications with the launch of a monthly newsletter distributed nationally to an audience of over 8,000 constituents
- Created a chancellor podcast (more than 33 episodes made available via iTunes)
- Undertook communications engagement work with federal funders, media and education organizations in Washington, D.C., at NSF, USDA, The Chronicle of Higher Education, Inside Higher Education, McClatchy Newspapers, The Washington Post, APLU, AASCU and ACE
- Served as a lead in academic reorganization efforts; its strategy, implementation and comprehensive communication efforts
- Led the university's Enterprise Risk Management Strategy, provided leadership and counsel to the chancellor on all university crises and other organizational matters mitigating significant PR implications
- Trained the university's Board of Trustees on governance practices, led operational support and provided leadership to the chancellor on selection of key constituents to serve
- Led the university's Board of Visitors strategy and selection process growing university engagement among these key stakeholders
- Co-led university-wide strategic planning efforts
- Provided leadership on external affairs and the legislative strategy increasing visibility with key external constituents
- Led communications and marketing strategy for the enterprise. Wrote all chancellor speeches, created presentations and expanded reach and impact of chancellor visibility and communications with the launch of various initiatives including, radio show, podcasts, media access, newsletter, town halls, student events and other collaborations

- Reorganized the Office of the Chancellor resulting in enhancements of operational efficiencies, and establishment of 3 new positions
- Served on committees reorganizing all four of the university's associated entities
- Launched and implemented the Chancellor's Town Hall Series and Chancellor's Speaker Series, adding significantly to N.C. A&T's strategic plan goal of creating "an intellectual climate that encourages the creative exchange of ideas." Guests included former White House senior advisor Valerie Jarrett; journalist Lisa Ling, actress Gabrielle Union and political commentator Angela Rye; actors Larenz Tate, Joseph Sikora and Michael Rainey Jr. of the Starz! cable network; and actor/rapper Common
- Led the strategic and steering committee's responsible for executing the university's year-long 125th anniversary celebration that included several high-profile events and a scholarship gala, raising over \$250,000.

2013 – 2015 Interim Vice Chancellor, University Advancement

Developed and executed an innovative philanthropic strategy for the future of North Carolina A&T State University. Reporting to the chancellor, provided senior leadership in areas of major and principal gifts, corporate and foundation relations, planned giving, donor relations and stewardship, alumni relations, research and prospect management, advancement services, university and state relations. Served as executive director of the N.C. A&T Foundation, a member of the Aggie Athletic Foundation and National Alumni Association Board, and a member of the university's senior leadership team. Led activities of the university's Board of Visitors

Major Accomplishments:

- Raised \$23 million dollars toward the university's capital campaign
- Led Deans and Cabinet strategic priorities planning for the university's comprehensive capital campaign
- Served as liaison to the university's four independent 501c3 associated entities – the Real Estate Foundation, National Alumni Association, Athletic Foundation and the Athletic Hall of Fame – co-leading reorganization efforts to better align each with the university's strategic plan
- Implemented fundraising best practice strategies for development officers
- Trained deans in fundraising strategies
- Reorganized the division for operational efficiencies and 9 new hires

2010 – 2014 Associate Vice Chancellor for University Relations

Served as the university's chief communications officer responsible for establishing, defining and protecting the university's image. The office of university relations is the official voice of the university, responsible for defining and executing an integrated marketing and strategic communications (IMSC) strategy that builds the institution's brand and defines its relevance and position in the marketplace. The office works to effectively communicate and market the institution's impact on the quality of life and economic growth in the state and its prominent role on the national and international stage. In addition to marketing, the office manages internal and external communications, media and public relations, social media, news services, publications services, special events, special programming for WNAA-FM radio, and the university's website. Served on the chancellor's cabinet, advising senior leadership on crisis management and public relations strategies. Managed the chancellor's image including media interviews, preparing presentations, writing speeches, producing videos and managing his photo-ops

Major Accomplishments:

- Led redesign of the university's website
- Increased media brand visibility by more than \$1 million
- Advised and led the chancellor and his cabinet on high profile crisis strategies
- Led all chancellor communications; wrote speeches, internal and external formal correspondence and drafted presentations
- Distributed over 500 press releases and web stories for distribution to local, regional and national press
- Wrote and produced more than 15 marketing videos and commercials
- Published more than 12 magazines
- Led the public relations and media strategy for First Lady Michelle Obama, spring 2012
- Commencement Speaker
- Reorganization of University Relations:
 - Established two web manager positions
 - Established a staff writer position
- Provided media training for senior leadership including deans and athletics coaching staff
- Launched the university's first comprehensive marketing and branding assessment, and managed licensing contract for all university brand apparel
- Led Board of Visitors (BOV) marketing and communications committee

2007 – 2010

Vice President of Development & Communications

Child Care Services Association

Led a staff of communications, graphic design and development professionals. Served as the chief fundraising and communications officer responsible for securing public private partnerships, corporate, foundation and individual donations and establishing and protecting the organization's image. Provided leadership to the President and the President's Board of Trustees on fundraising, marketing, communications and public relations strategies. Secured in-kind donations, managed fundraising events and employee fundraising efforts. Facilitated professional development initiatives, produced annual reports, led strategic marketing initiatives, media and public relations, managed agency publications and web strategy

Major Accomplishments

- Led \$3 million Capital Campaign (largest in the organization's history) – raised approximately \$1.2 million
- Enhanced the organization's annual giving campaign that led to an increase in annual giving by 56%
- Achieved a 66% grant proposal success rate
- Managed and led Board of Trustee fundraising achieving a 100% participation rate
- Established brand consistency in publications
- Advised and led the president and senior leadership communications strategies
- Wrote speeches and program scripts for the president
- Managed annual auction and special events
- Led and managed a ribbon cutting ceremony and reception unveiling the Jim & Carolyn Hunt Child Care Resource Center and donor wall in honor of Gov. Jim Hunt
- Cultivated and solicited corporate, foundation and individual donations

1998 – 2007 International Business Machines (IBM)

2005 – 2007 Program Manager, Corporate Learning

Drove the global marketing and communications strategy for the learning organization's professional development programs including communications and brand strategy for the individual development plan (IDP)—the corporation's annual employee appraisal tool for more than 300,000 employees worldwide—and various other professional development initiatives

Major Accomplishments:

- Led global web-based communications program and marketing strategy
- Facilitated brand strategy for corporate evaluation and professional development programs
- Led communications strategy for corporation's largest on-site professional development initiatives

1999 – 2005 Manager, Corporate Community Relations and Public Affairs

Led the philanthropic strategy, community engagement, corporate citizenship, education initiatives and volunteer strategy at IBM's largest site of 15,000 employees. This included managing training, programs and activities, program design, implementation, evaluation and special events. Served as the organization's media spokesperson and image driver. Leadership duties included presenting research results, status reports, diversity objectives and business strategies in oral presentations to public officials, senior vice presidents, executives and senior management. Defined and prepared proposals that clearly identified objectives, benefits, costs, responsibilities, assumption, deliverables, schedules, completion criteria, and resource requirements needed to successfully start projects and programs

Major Accomplishments:

- Identified, cultivated, and maintained collaborative partnerships with North Carolina governors, mayors, legislators, state and local education administrators, corporate and university constituents and other elected officials
- Negotiated the first statewide partnership, nationally or internationally, that integrated a corporate education program with a statewide education initiative led by a governor. This public private partnership with Gov. Mike Easley, led to the integration of a corporate education initiative in More at Four pre-k classrooms across the state of North Carolina. In addition, over 100 educators were trained as a result
- Designed, led, implemented and executed IBM's first K-12 science and technology camp. This resulted in an international project reaching over, 160 schools, 1,000 middle school girls, and generating 145 press features to date
- Led the implementation of a new e-education project that became part of the corporation's global strategy. This program resulted in my management of a partnership with over 16 local public schools and over 600 student and IBM employee volunteers
- Led diversity programs that strengthened our team's partnership with human resources and leveraged a partnership with the public-school system in two surrounding counties. This strategy enabled hundreds of middle school students to participate in science and technology programs, and resulted in my leading the organization's first ever summer camp for Native American middle school students
- Drove philanthropic strategy, community investments and education initiatives at IBM's largest site of more than 15,000 employees. I managed training programs and activities; including special events, program design, implementation and evaluation

- Managed the allocation of all resources for regional budgets; internal and external operations, donations, and sponsorships (approximately \$20 million)
- Led multiple on-camera interviews
- Sponsored by senior leadership on executive resources program. Selected among several hundred national and international employees
- Created and managed collaborative relationships with employees, parents, community, and school support groups for program support

1998 – 1999 Manager, Employee Charitable Contributions Campaign

The annual Employee Charitable Contributions Campaign (ECCC) provides IBM employees with an opportunity to contribute to thousands of nonprofit community organizations. This annual campaign is initiated at the corporate office and is strategically driven at individual sites. Managed the ECCC at IBM's largest site of over 15,000 employees, led all programs, events, activities, communications and volunteers in support of this strategic initiative

Major Accomplishments:

- Led the organization's most successful employee giving campaign resulting in over \$2 million
- Provided administrative oversight of all fundraising strategies and activities
- Successfully managed employee volunteers, solicitors and company events

HONORS:

Outstanding Women in Business, Triad Business Journal
 Top Women in PR, PR News
 Eisenhower Fellowship Nominee
 Business Partner for Education Award
 Association for Non-profits Award
 IBM Bravo Award
 Triangle United Way's Best Campaign by Partner Agency (three consecutive years)

PROFESSIONAL ACTIVITIES:

Leadership Greensboro
 Executive Leadership Development Program (ELDP)
 Public Relations Society of America (PRSA)
 International Association of Business Communicators (IABC)
 National Association of Black Journalist (NABJ)
 Association of Fundraising Professionals (AFP)
 Phi Kappa Phi Honor Society
 Harvard Business School Change Leadership Program
 Technology in Education Forum
 Graduate of IBM's Executive Resources Program
 Graduate of IBM's Leadership Excellence University
 Graduate of IBM's Global Executive Organization Capability Program
 Graduate of IBM's Multicultural Women's Leadership Institute

Graduate of IBM's Management Training Program
IBM Senior Vice President Jam
IBM Black Executive Forum
IBM Multicultural Women's Symposium

BOARDS:

Triangle United Way Communications Task Force
Wake Education Partnership, vice chair
N.C. Business Education and Technology Alliance
North Carolina State Kenan Fellows
Teach for America
Durham Public Education Network
Triangle United Way
Triangle Urban League
N.C. Business Committee for Education

PRESENTATIONS:

The Power of Public Perception: White House Initiative on HBCUs
Student Success, Friday Center, Chapel Hill
Public Private Partnerships, Cornerstone Conference, UNC Chapel Hill
Hosting Chancellor VIP Events, CASE
Wake Education Partnership Annual Education Conference
Communities-In-Schools (CIS), Wake County
Career Development, Wade Edwards Learning Lab
Leadership Development, CCSA Annual Retreat
Volunteer Engagement, IBM On Demand Community
Career Development: Resume Writing & Interviewing Skills

UNIVERSITY

COMMITTEES:

SACSCOC Reaffirmation of Accreditation Steering Committee
Co-Chair, SACSCOC Section 8: Student Achievement
Co-Chair, SACSCOC Section 9: Educational Program Structure and Content
SACSCOC Steering Committee
Strategic Plan Executive Steering Committee
Co-Chair, Fostering Undergraduate Student Success
Diversity and Inclusion
Ex-Officio, General Education Council
Information Security Advisory Council
Institutional Effectiveness Council
Co-Chair, Military Student Success
APLU Powered by Publics—Cluster 5: Building a Student Success Model for Transfer Students
Ex-Officio, Aggies at the Goal Line Degree Completion
Chancellor's Council on Intercollegiate Athletics
Co-Chair, Athletics Academic Monitoring and Eligibility
Co-Chair, UNC System Math Pathways Steering Committee

Co-Chair, First Destination Data Monitoring
UNC System Credit for Prior Learning
Enrollment Management
Male Student Success
Chair, Scholarship Committee
Title III Advisory Council
Faculty Senate Liaison
Teacher Education Task Force
President's Advisory Council on Efficiency & Effectiveness PACE
Administrative/Technical Advisory Steering Committee
Carnegie Community Engagement Task Force
Executive Leadership Team Committee
UNC System President Inauguration Committee
Emergency Management Team
Alumni Relations Assessment Committee
Tri-Chair, University Commencement
Chair, University Website Advisory
Chair, University Marketing Advisory Council
Homecoming Assessment Committee
A&T Foundation Task Force
Carnegie Community Engagement Task Force
25 Live Implementation Team
Stewardship Task Force
National Black College Hall of Fame Committee
Hazard Material Spill Drill Planning Committee
125th Anniversary Committee

Searches:

General Counsel
Chair, Associate Vice Provost for Enrollment Management
Vice Chancellor for Information Technology/CIO
Co-Chair, Vice Chancellor of Human Resources
Co-Chair, Vice Chancellor for University Advancement
Vice Chancellor for Research and Economic Development
University Auditor
Chair, Director of Community Engagement
Chair, Director of External Affairs
Chair, Associate Vice Chancellor of University Relations
Chair, Director of Media Relations
Dean, College of Business and Economics
Co-Chair, Associate Vice Chancellor for Alumni Affairs

(UN)PUBLISHED

- PAPERS & ARTICLES:** N. M. Pride, Dissertation: The Perceptions of University Leaders on Trustees Practice of Policy Governance: A Focus on Historically Black Colleges and Universities (HBCUs), 2018
- N. Pride, Coverage Unfairly Stains N.C. A&T's Reputations. Greensboro News & Record, 2017
- N. M. Pride, "Why do executive-level leaders in organizations who practice spiritual leadership give their organizations a strategic advantage?" University of Maryland, Organizational Leadership Doctoral Program, 2010
- N. M. Pride, "An examination of the relationship between follower perception of leaders' authentic moral self-awareness and transparency and follower trust in their leader" University of Maryland, Organizational Leadership Doctoral, 2010
- N. M. Pride, "Leadership and Succession Planning" University of Maryland, Organizational Leadership Doctoral Program, 2009